

BFCM 2025 DATA · 2026 DECISIONS

Your BFCM cheat sheet, before the market gets expensive

The BFCM decisions you cannot afford to guess.

Imagine knowing when to push spend, whether 30% off is actually worth it, how hard to hit email, and whether you need more creative before demand peaks. Lebesgue turns \$10B+ in ecommerce ad spend intelligence and real BFCM behavior into decisions you can use now.

Should you increase spend today?

The answer should come from demand, CAC and scale readiness, not from one scary CPM screenshot.

Do you need more budget, or 20 more creatives first?

This report is designed to turn the hardest BFCM tradeoffs into direct decisions before the window closes.

The first BFCM tradeoff: accept a little pain before peak, capture more revenue during it

Brands that start scaling earlier earn more during BFCM, even though October CAC gets worse

Starting to scale means materially increasing paid-media spend and keeping it elevated. The typical ramp begins about 18 days before Black Friday. Early starters pay more to acquire customers in October, but they enter peak already scaled.

WHEN SPEND STARTS RISING

18 days

before Black Friday, brands typically begin a sustained paid-media increase.

EARLY STARTERS

2.59×

their normal September revenue during BFCM + Cyber week.

LATE STARTERS

1.95×

their normal September revenue during BFCM + Cyber week.

COST OF GOING EARLY

+16%

October CAC vs September for brands that start scaling early.

The tradeoff in one view

BFCM + Cyber week revenue vs September baseline

Early



2.59×

Late

1.95×

WHAT THIS MEANS

A worse October does not automatically mean the BFCM plan is failing.

Early starters gave up some pre-peak efficiency, then generated materially more revenue during the BFCM + Cyber window. If you plan to scale, the account needs to be ready before that 18-day window opens.

Black Friday week vs your normal September economics

During Black Friday week, CPM jumped 51% while CAC fell 15%

Every number below compares Black Friday week with the brand's own September baseline. Traffic became much more expensive, but demand improved enough that customers were actually cheaper to acquire.

META CPM

+51%

Meta CPM during Black Friday week vs September.

BLENDED CAC

-15%

blended CAC during Black Friday week vs September.

AD SPEND

+52%

total paid-media spend during Black Friday week vs September.

REVENUE

+106%

store revenue during Black Friday week vs September.

THE WRONG REACTION

"CPM is up 51%. We need to cut spend."

That ignores what customers are doing during the same week.

THE BETTER QUESTION

Is CAC getting worse, or is attention simply more expensive?

During Black Friday week, the answer was clear: attention got more expensive while acquisition economics improved.

THE STRONGEST PROOF

Top growers reached **4.40× revenue** on **3.07× spend**, while CAC fell 34% and MER rose **53%**.

You do not need another dashboard. You need the decision.

Before you increase spend, find out where your BFCM plan breaks

We benchmark your economics against relevant peers, pressure-test the setup and show what we would fix first, before peak traffic makes every mistake more expensive.

Are you scaling too late?

Know whether the market has already started moving.

Can the economics absorb more spend?

Separate normal peak inflation from real deterioration.

What breaks first?

Find the account, funnel or tracking issue that becomes expensive at scale.

SHOW ME WHAT TO FIX BEFORE I SCALE

Black Friday week vs your normal September economics

20% off produced almost the same BFCM revenue lift as 30% off

This is the question every margin-conscious operator should ask: does the deeper offer actually buy enough extra demand to justify giving more away?

20% OFF

2.36×

Average daily revenue during Black Friday week was 2.36× the brand's normal September day.

30% OFF

2.46×

Average daily revenue during Black Friday week was 2.46× the brand's normal September day.

THE PUNCHLINE

Ten more points of discount bought only a small extra revenue lift.

The 30% offer generated just 0.10× more revenue than 20%, while giving away about \$9 more discount per order. The deeper offer may still be right for some brands, but the data gives you no reason to assume more discount means more growth.

THE DECISION

Do not ask how deep you can discount. Ask whether the next five or ten points actually buy enough extra demand.

Your BFCM email calendar can be much more specific than “send more”

Top growers send 5 emails from Black Friday through Cyber Monday while bottom growers send 2

This is one of the clearest operational gaps in the report. Stronger-growth brands simply hit the inbox harder during the highest-intent four days.

TOP GROWERS

5.0

emails from Black Friday through Cyber Monday.

MIDDLE COHORT

4.3

emails over the same window.

BOTTOM GROWERS

2.0

emails over the same window.

BRANDS SENDING 4+

+23%

higher median BFCM growth vs the overall email cohort. Association, not cause.

ROUNDED TOP-GROWER CADENCE FROM THE OBSERVED DAILY AVERAGES

THURSDAY

1

warm up / early access avg 0.8

BLACK FRIDAY

2

push hardest avg 1.7

SATURDAY

1

keep the offer alive avg 0.9

SUNDAY

1

rebuild urgency avg 1.0

CYBER MONDAY

1-2

last major push avg 1.5

THE CHEAT SHEET

Plan roughly five emails from Black Friday through Cyber Monday. Friday and Monday do the heavy lifting. Do not disappear over the weekend.

We expected fatigue. The third send did not show it

The third send still earned 98% as much revenue per recipient as the first

Revenue per recipient stayed essentially flat through send three. The data runs out before a reliable fourth-send ceiling, so the useful answer is surprisingly aggressive: three sends on a peak day can still work.

Revenue per recipient by same-day send number

Attributed revenue per recipient, compared with the first send on the same day

Send #1		100%
Send #2		98%
Send #3		98%

WHAT THE DATA SAYS

Plan for up to three sends on Black Friday and Cyber Monday

The third send did not show the drop-off we expected. A fourth send remains unproven because very few brands tested it.

2ND SEND

98%

as much attributed revenue per recipient as the first send on the same day.

3RD SEND

98%

as much attributed revenue per recipient as the first. No visible fatigue through send three.

FOURTH SEND

4%

of brands tested a fourth send on any key day, too little volume to call the ceiling.

THE SURPRISE

The question is no longer “is three too much?” The more useful question is whether you are pushing hard enough on the two highest-intent days.

Do not wait for Black Friday week to make the offer obvious

Top growers open the hard offer 8 days before Black Friday, four days earlier than the rest

Top growers move the offer four days earlier. Paid media typically ramps well before email, and forcing the two channels onto the same launch day did not predict stronger growth.

TOP GROWERS

-8 days

first hard-offer email before Black Friday.

REST

-4 days

first hard-offer email before Black Friday.

PAID → EMAIL GAP

10 days

top growers. Paid usually ramps first.

REST

14 days

difference in channel gap was within noise.

THE RECOMMENDATION

Open the hard offer the week before Black Friday week, not on Monday

Top growers put the offer in the inbox a median eight days before Black Friday. Waiting until the Monday of peak week means arriving four days later than the stronger-growth cohort.

THE COUNTERINTUITIVE PART

Do not force paid and email to launch on the same day

Paid media usually ramps first. The exact gap between paid and email did not predict growth, so choose the email date for the inbox, not for calendar symmetry.

THE SEQUENCE

Paid first. Hard offer about eight days out. Heavy email on Black Friday and Cyber Monday.

The inbox will be crowded. Your plan still has to earn attention.

Know when to push, when to repeat, and when to stop.

We pressure-test your BFCM email plan against industry patterns, customer mix, message timing and paid-media sequencing, then show where the plan is too quiet, too late, too aggressive or simply out of sync.

Where are you under-sending?

Find the peak windows where more pressure is likely justified.

When should the offer take over?

Make sure the strongest reason to buy appears before intent peaks.

Are paid and email in sync?

Turn two calendars into one BFCM launch plan.

SHOW ME THE REVENUE GAPS IN MY BFCM EMAIL PLAN

How big should the creative bench be at your spend level?

Creative depth rises from 15 active ads under \$5k/week to 160+ at \$100k+/week

The benchmark changes with budget. Small accounts can run lean; larger accounts need a much deeper creative bench before peak. Use the spend bands below as a readiness check before you scale.

UNDER \$5K /
WEEK

15

median active creatives
before peak

\$5K-\$15K /
WEEK

43

median active
creatives before peak

\$15K-\$50K /
WEEK

81

median active
creatives before peak

\$50K-\$100K /
WEEK

115

median active
creatives before peak

\$100K+ / WEEK

160+

median active
creatives before peak

THE BENCHMARK

Your spend band matters more than any universal ad-count target

A brand spending \$3k a week and a brand spending \$100k+ a week should not walk into BFCM with the same creative bench.

THE TWIST

Top growers did not win by simply carrying more creatives at the same spend

The stronger cohort was not just hoarding ads. The next question is how fast you are refreshing the bench, and how dependent you are on a few winners.

The creative risk changes as spend grows

Three hero ads are normal under \$5k/week, but risky once spend moves above \$15k/week

Small accounts naturally concentrate budget in a few winners. As spend grows, strong accounts spread spend across a broader bench and refresh that bench faster before BFCM.

UNDER \$5K / WEEK

68%

first hard-offer email before Black Friday.

ABOVE \$15K / WEEK

1 in 4

accounts put more than half their spend on only three creatives.

TOP GROWERS REFRESH

21%

of the active creative base added each week before BFCM.

EVERYONE ELSE

16%

weekly creative refresh over the same period.

IF YOU SPEND UNDER \$5K/WEEK

A few hero creatives carrying the account is normal

At that spend level, the median account puts more than two-thirds of spend on its top three creatives.

IF YOU SPEND \$15K+/WEEK

Heavy dependence on three ads becomes the exception, not the norm

And the stronger-growth cohort refreshed about one in every five active creatives each week. At scale, the safer play is a broader, fresher bench.

THE ACTION

Do not just ask “how many ads are live?” Ask how much spend is trapped in three winners, and whether you are replacing roughly 1 in 5 creatives each week.

Do not discover the bottleneck after you double spend

Find out whether your creative engine can survive the ramp.

We benchmark working creative depth, refresh pace and spend concentration against comparable accounts, then show whether your bottleneck is budget, creative volume or overdependence on a few winners.

Do you have enough working ads?

Benchmark active depth against brands spending at a similar level.

Are you refreshing fast enough?

See whether the account is creating enough new shots on goal.

Are a few winners carrying everything?

Find the concentration risk that can turn scale into fatigue.

SHOW ME MY CREATIVE BOTTLENECK

This is the page that should change Monday morning

If Black Friday is three weeks away, what should you change first?

Five decisions, answered with BFCM data. The point is not more benchmarks. It is fewer expensive guesses when the window is closing.

PAID SPEND

Start preparing to scale about 18 days before Black Friday. Early starters reached 2.59× September revenue vs 1.95× for late starters.

PEAK COSTS

Do not cut because CPM looks ugly. During Black Friday week CPM rose 51% while blended CAC fell 15%.

DISCOUNT

20% off produced 2.36× normal September daily revenue; 30% produced 2.46× and gave away about \$9 more discount per order.

EMAIL

Plan about 5 emails from Black Friday through Cyber Monday, up to 3 on peak days. Open the hard offer about 8 days before Black Friday.

CREATIVE

Benchmark depth by spend, then watch concentration and refresh. Above \$15k/week, heavy top-three dependence is uncommon; top growers refreshed 21% of the bench weekly.

**The report is not a benchmark library.
It is a decision system.**

Every page should remove uncertainty from one expensive BFCM choice, then make the next action obvious.

THE PROMISE

Imagine having a cheat sheet for the most expensive marketing weeks of the year. This is the closest thing to it.